Amendments To Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

In the Claims

1.   (currently amended) A method for facilitating a purchase transaction, the method comprising,

receiving from a consumer a retailer item identifier, wherein said retailer item identifier is captured by a terminal of said consumer at a retailer location;

associating said retailer item identifier with a first manufacturer item identifier directly corresponding to said retail item identifier;

receiving from said consumer a search criteria, wherein said search criteria is at least one of: an item price, an item quantity, a retailer, a retailer location, a consumer rating, lowest price, and a delivery time;

conducting a first search for said first manufacturer item identifier across a plurality of retailers, wherein said first search is based on said search criteria;

associating said retail item identifier with a second manufacturer item identifier indirectly corresponding to said retail item identifier when said first search does not return any of said plurality of retailers directly corresponding to said first manufacturer item identifier;

conducting a second search for said second manufacturer item identifier across said plurality of retailers when said first search does not return any of said plurality of retailers directly corresponding to said manufacturer item identifier, wherein said second search is based on said search criteria; and,

facilitating a purchase transaction between said consumer and one of said plurality of retailers.

2.   (original) The method of claim 1, further comprising transmitting search results to said consumer.

Claim 3 (canceled).

4.　　(currently amended)　The method of claim 1 3, wherein said search criteria comprises at least one of: an item description, an item price, an item quantity, a retailer, a retailer location, a consumer rating, and a lowest price, and a delivery time.

5.　　(original)　The method of claim 3, further comprising receiving a pre-authorization to automatically purchase an item from a retailer who satisfies said search criteria.

6.　　(original)　The method of claim 1, wherein facilitating a purchase transaction comprises retrieving a stored transaction card number.

Claims 7 - 21　(cancelled)

22.　　(currently amended)　A method for facilitating a purchase transaction, the method comprising,

　　　　receiving from a consumer a retailer item identifier, wherein said retailer item identifier is captured by a terminal of said consumer at a retailer location;

　　　　associating said retailer item identifier with a first manufacturer item identifier directly corresponding to said retail item identifier;

　　　　receiving from said consumer a search criteria, wherein said search criteria is at least one of: an item price, an item quantity, a retailer, a retailer location, a consumer rating, lowest price, and a delivery time;

　　　　conducting a first search for said first manufacturer item identifier across a plurality of retailers, wherein said first search is based on said search criteria;

　　　　associating said retail item identifier with a second manufacturer item identifier indirectly corresponding to said retail item identifier when said first search does not return any of said plurality of retailers directly corresponding to said manufacturer item identifier;

　　　　conducting a second search for said second manufacturer item identifier across said plurality of retailers when said first search does not return any of said plurality of retailers directly corresponding to said manufacturer item identifier, wherein said second search is based on said search criteria; and,

　　　　　　receiving from said consumer formatting criteria, wherein said formatting criteria;

　　　　　　formatting search results based on said formatting criteria; and,

　　　　　　transmitting said search results to said consumer.